

## Mentoring

We develop and provide coaching, mentoring and peer group learning programmes and have delivered them on behalf of organisations such as:

- Shell UK
- London Association of Enterprise Agencies.
- London Boroughs of Enfield and Croydon



## Virtual Teams

We believe that businesses and business people should do what they're good at. Our Virtual Team support can provide:

- Project Management
- Financial information
- Sales Process as well as HR, providing non-exec Directors. etc



## Innovation

Our work in innovation is designed to encourage businesses to challenge the 'norm' and strive to constantly improve. In addition to running workshops in the UK and Bulgaria.

We also provide:

- bespoke 'in-house' programmes for companies.
- Innovation Management benchmarking via EU supported IMP<sup>3</sup>rove assessment.



## Business Dynamix Limited

Maple House, High Street, Potters Bar, EN6 5BS

Phone: 01707 828712

Fax: 020 8090 2982

E-mail: [peter.ives@businessdynamix.co.uk](mailto:peter.ives@businessdynamix.co.uk)

[www.businessdynamix.co.uk](http://www.businessdynamix.co.uk)

# BD Business Dynamix

## Unleash the potential of your Business



## Growing your business in a constantly changing world

**Business Dynamix provides businesses with holistic business support encompassing business, strategic, marketing and financial planning.**

Our clients have included small, medium and large sized organisations, commercial and not-for-profit. Some of the services we provide include:

- Strategic reviews (including facilitation of strategic workshops for Boards of Directors)
- Business Planning including financial planning
- Development of financial packages, including applying for grants (e.g. R&D grants), debt and venture capital, both formal and informal
- Corporate Image and strategic marketing
- eBusiness/ICT implementation
- Innovation and Change Management

### Case Study

An early phase medical equipment producer needed funding to develop its concept. It had limited funds available and was about to undertake R&D work.

### Solution

We identified and helped the company to obtain an R&D Grant for £70,000 to undertake initial research and have submitted a further application for £200,000. A mixture of formal and informal Venture Capital has provided more than £1 million to enable the company to commercialise its products

## Investment

**Too many businesses try to run on the money they can get rather than the money they need!**

This often comes by way of a bank or credit card.

They rarely consider the different types of funding available (grants; awards; debt; asset finance; equity etc) and how they should be 'packaged' to enable the continued growth of a business.

Remember, the need for finance is often a symptom, not the cause, of problems in the business.

Other failings must be identified and addressed before any injection of finance will have a lasting effect.

## eBusiness

Through eBusiness we help businesses to maximise their limited resources by working smarter not harder. This can be through:

- creating effective on-line business solutions designed to improve customer experience and sales
- cost improvements through ICT and provision of services by external suppliers
- understanding how software programmes, can help them to run their businesses better.

### Case Study

A small electrical business providing both retail and contracting services were concerned that they were not maximising their profit potential.

### Solution

We developed a software stock control system, including bar code scanning, that enables the business to know exactly where their stock is and to ensure the costs are fully charged out.

